

ABSTRACT OF THE DISCLOSURE

5           An automated method for authoring product catalogs includes setting up a catalog  
database for storing and providing data for use in the authoring of the product catalogs and  
authoring a product content. This includes updating a product structure, including storing new  
data, selecting views for a product wherein the views comprise a respective hierarchical  
structure of objects of various types, associating the new data with respective selected views,  
10   entering product data for the objects of various types, and updating and organizing the objects, in  
each case, based on the respective hierarchical structure such that the product content for all  
required views is stored in the catalog database.